



City of Seattle

Gregory J. Nickels, Mayor
Department of Planning and Development
D. M. Sugimura, Director

**CITY OF SEATTLE
ANALYSIS AND DECISION OF THE DIRECTOR OF
THE DEPARTMENT OF PLANNING AND DEVELOPMENT**

Application Number: 3004621
Applicant Name: Dean Haugen, for Clear Channel Outdoor
Address of Proposal: 1051 1st Avenue South

SUMMARY OF PROPOSED ACTION

Land Use Application to allow a 12 ft. by 24 ft. illuminated wall sign on an existing building. Involves the relocation of registration #64.

The following approval is required:

SEPA - Environmental Determination - Chapter 25.05, Seattle Municipal Code.

SEPA DETERMINATION: ☐ Exempt ☒ DNS ☐ MDNS ☐ EIS
☐ DNS with conditions
☐ DNS involving non-exempt grading, or demolition, or
another agency with jurisdiction.

BACKGROUND DATA

Site and Vicinity Description

The proposal site is located on the west side of 1st Avenue South immediately north of Royal Brougham Way. The subject property and this side of 1st Avenue South to the north and south are zoned Industrial Commercial with a sixty-five (65) foot height limit (IC-65). First Avenue South and the block face immediately to the east are in the Pioneer Square Mixed (PSM) zone.

The site and vicinity are in a highly industrialized, automobile, and truck oriented area. The Highway 99 viaduct is one block to the west. The subject lot contains a two-story warehouse building covering almost the entire site.

Proposal Description

Land Use Application to allow a 12 ft. by 24 ft. illuminated wall sign on an existing building. Relocation of sign registration #64 is required for this installation.

Original application proposed installing the sign on the building's north face. However, this location is within 660 feet of the Highway 99 viaduct (Alaskan Highway) and visible there from, which is prohibited by Seattle's Sign Code, SMC 23.55.042, Off-Premises and Business Signs Adjacent to Certain Public Highways. In response, the proposed sign has been re-located to the east facing wall of this structure.

Public Comments

During the public comment period which ended June 21, 2006, the City received no written comments.

ANALYSIS - SEPA

The initial disclosure of the potential impacts from this project was made in the environmental checklist submitted by the applicant dated May 8, 2006. The information in the checklist, project plans, and the experience of the lead agency with review of similar projects form the basis for this analysis and decision.

The SEPA Overview Policy (SMC 25.05.665 D) clarifies the relationship between codes, policies, and environmental review. Specific policies for each element of the environment, certain neighborhood plans and other policies explicitly referenced may serve as the basis for exercising substantive SEPA authority.

The Overview Policy states in part: "where City regulations have been adopted to address an environmental impact, it shall be presumed that such regulations are adequate to achieve sufficient mitigation" (subject to some limitations). Under certain limitations or circumstances (SMC 25.05.665 D 1-7), mitigation can be considered. Thus, a more detailed discussion of some of the impacts is appropriate.

Short - Term Impacts

The following temporary or construction-related impacts are expected: decreased air quality due to suspended particulates from building activities and hydrocarbon emissions from construction vehicles and equipment; increased traffic and demand for parking from construction equipment and personnel; increased noise; and consumption of renewable and non-renewable resources. Due to the short term and minor nature of construction impact associated with the construction of the sign, no mitigation is warranted by SEPA policies.

Long - Term Impacts

Long-term or use-related impacts include adjacency to the Pioneer Square Preservation District historic district, minor ongoing use of electricity to light the sign face, glare from the illumination of the sign face, and increased traffic, noise, and vehicular emissions from the monthly copy posting and routine maintenance visits.

Pursuant to the SEPA Historic Preservation policy for projects adjacent to a historic district, this proposal was routed to the City's Historic Preservation Officer (HPO) for an assessment of any adverse impacts and comments on possible mitigating measures. The HPO reviewed the proposal and determined that it would not have an adverse impact on the Pioneer Square Preservation District.

Because the site is on a principal arterial and one block from a state highway, both with significant traffic volumes in an area of industrial zoning and uses, and the surrounding uses that generate light and noise, increased traffic, and vehicular emission, any impacts are anticipated to be minor.

Consequently no mitigation is warranted pursuant to SEPA policies.

The Sign Code (SMC 23.55) regulates the location, size, and other characteristics of off-premise signs and provides sufficient mitigation for the cumulative impacts (number and dispersion of signs), proximity to certain public highways (State Route 99) and light and glare, therefore no mitigation is warranted.

DECISION - SEPA

This decision was made after review by the responsible official on behalf of the lead agency of a completed environmental checklist and other information on file with the responsible department. This constitutes the Threshold Determination and form. The intent of this declaration is to satisfy the requirements of the State Environmental Policy Act (RCW 43.21C), including the requirement to inform the public agency decisions pursuant to SEPA.

- [X] Determination of Non-Significance. This proposal has been determined to not have a significant adverse impact upon the environment. An EIS is not required under RCW 43.21C.030 2c.
- [] Determination of Significance. This proposal has or may have a significant adverse impact upon the environment. An EIS is required under RCW 43.21C.030 2c.

CONDITIONS - SEPA

None.

Signature: (signature on file) Date: September 7, 2006
Art Pederson, Land Use Planner
Department of Planning and Development